

Amendments To The Specification

Please DELETE the paragraph [0040] in the specification page 7, lines 23-24:

~~FIG. 16 is a view illustrating an example of a search request result in accordance with the present invention.~~

Please REPLACE the paragraph [0076] in the specification page 15, lines 8-10, with the following amended paragraph:

As a still further embodiment for the tender system as shown in FIG. 2, the step of offering a result for a search request associated with a keyword knocked down to a successful bidder can be additionally included. Namely, a result for a search request for a bidden keyword received from searchers during a predetermined period of time can be offered to a successful bidder. The result for the search request can selectively include the number of exposures to the bidden keyword, the number of clicks, and a click rate. ~~FIG. 16 shows an example of the result for the search request including the number of exposures (Impression), the number of clicks (Click), and the click rate (CTR).~~